



Go Happy GO HOJO®

2015 BRAND IDENTITY GUIDELINES





These logo and design guidelines are to be referenced and followed when creating marketing and advertising materials for Howard Johnson®.

For questions about this guide, or for materials, please contact the Operations Support Desk at 1-800-221-6770. Materials are also available on MyPortal.

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LOGO OVERVIEW

The Howard Johnson logo communicates the personality, promise and vision of the company. The components of the logo are comprised of the 'roof arch' graphic and the Howard Johnson signature typeface. When used on consumer-facing advertising or marketing materials, the logo should always be used in its complete form. The signature can appear alone, however the 'roof arch' graphic cannot.



LOGO HISTORY

The brand was named for its founder, Howard Johnson. HoJo became a common nickname for the brand in the US, and ultimately around the world.

sun rays (signifying energy and bright future); teal blue color reminiscent of traditional Howard Johnson's logo

orange roofline reminiscent of traditional Howard Johnson's orange roof and logo colors reminiscent of traditional Howard Johnson's logo



stylized globe (signifying international brand presence)

LOGO CLEAR SPACE REQUIREMENTS

Clear space and minimum size requirements are rules that help ensure the clear visibility and legibility of a logo in all applications. These guides prevent the logo from being crowded by other graphics or appearing in sizes too small to be legible.



LOGO MINIMUM SIZE REQUIREMENTS

The Howard Johnson logo should not be used smaller than the measurements below for maximum legibility in print and online applications.

minimum width for
printed materials



minimum width for
electronic and
online formats



LOGO LOCKUP WITH TAGLINE

The preferred way to use the Howard Johnson logo on all campaign materials includes a lockup of the brand tagline. This should be used wherever possible.



TAGLINE USAGE

Where it is not possible to use the logo lockup with tagline, the tagline may be used separately from the logo. It may only appear in the approved configurations below, in either Pantone Orange 021, or white, where there is a darker background color or image.

GO HAPPY. GO HOJO.®

GO HAPPY. GO HOJO.®

LOGO COLORS

The following color breakdown is to be used when reproducing the Howard Johnson logo in print.
(coated or uncoated stock)

full color:
CMYK and PMS colors



pantone 021 orange

c/ 0
m/ 65
y/ 83
k/ 0



pantone 287 blue

c/ 100
m/ 69
y/ 0
k/ 11



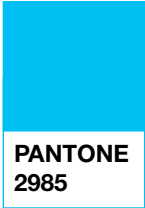
pantone 315 dark teal

c/ 100
m/ 0
y/ 15
k/ 47



pantone 2985 turquoise

c/ 72
m/ 0
y/ 0
k/ 0



ACCEPTABLE LOGO COLOR VARIATIONS



one-color logo flat

pantone 287 blue



pantone 021 orange



two-color logo flat

pantone 287 blue
pantone 021 orange



reversed logo

pantone 021 orange
(please refer to pantone
color breakdown on the
previous page for other colors)

ACCEPTABLE LOGO COLOR VARIATIONS



black and white logo flat



grayscale logo



reversed logo

ACCEPTABLE LOGO USAGE ON BACKGROUNDS

When printing the Howard Johnson logo on backgrounds, always make sure the logo stands out clearly. Do not let the background detract from the logo.



on white background



on light color background

This includes usage on light colored images, although legibility must be assured when used in this situation. Please note that there should always be a white background behind the window arch when reproducing the logo on a colored background.



use the reversed version of the logo as shown when reproducing on an orange background



on dark color background

This includes usage on dark-colored images, although legibility must be assured when used in this situation.

TYPE-ONLY LOGO

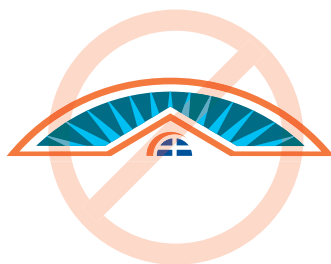
When using the Howard Johnson logo, the Howard Johnson 'roof arch' cannot be used alone. However, the Howard Johnson type can be used by itself as a graphic element where deemed appropriate. Only use this logo treatment if the complete logo cannot be used because of space restrictions or other design criteria.

correct



incorrect

Do not change the proportion of the 'roof arch' to the Howard Johnson type, as shown below.



incorrect proportions



do not change the line below the logo from a straight line into a curvy line.



INCORRECT LOGO USAGE ON BACKGROUNDS

When printing the Howard Johnson logo on backgrounds, always make sure the logo stands out clearly. Do not let the background detract from the logo.



do not use the Howard Johnson logo on backgrounds with clashing colors



do not use the Howard Johnson logo on backgrounds with busy, distracting details



do not use the Howard Johnson logo with heavy or distracting drop shadow effects

PERMANENT EXTERIOR SIGNAGE

This logo is to be used on property exterior signage only.



This logo is to be used by properties on permanent and/or exterior signage only. This logo is not used on marketing communication materials, such as advertising, sales literature, direct mail, property collateral or stationery.



BRAND CAMPAIGN SECTION

This section outlines elements used in the current Howard Johnson “go happy. go hojo.” campaign. This campaign highlights the brand’s commitment to ‘happy’ in all forms, in an effort make the brand relevant to guests of all ages while creating an atmosphere of ongoing guest delight that consistently exceeds expectations.

TYPEFACES

The Gotham Rounded typeface is used in all Howard Johnson consumer marketing communications. When Gotham Rounded is unavailable, such as for online or corresponding applications, the typeface Arial Rounded MT Bold is used. Gotham Rounded can be purchased from online type sources, including Hoefler & Frere-Jones at www.typography.com.

main body copy

Gotham Rounded Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

main headline copy

Gotham Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

0123456789

accent copy

Amplify

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

This color palette can be used on all Howard Johnson collateral materials. The primary palette is to be used in most applications. The secondary palette offers additional flexibility and variety to be used more sparingly in appropriate situations, where the primary palette will not suffice.

primary palette:



pantone
021U orange

c/ 0
m/ 65
y/ 83
k/ 0



pantone
298C turquoise

c/ 74
m/ 13
y/ 9
k/ 0

secondary palette:



pantone
315 dark teal

c/ 100
m/ 0
y/ 15
k/ 47



pantone
4535 sand

c/ 100
m/ 0
y/ 15
k/ 47



white

c/ 0
m/ 0
y/ 0
k/ 0



pantone
287 blue

c/ 100
m/ 69
y/ 0
k/ 11



pantone
2985 turquoise

c/ 72
m/ 0
y/ 0
k/ 0

LIFESTYLE PHOTOGRAPHY STANDARDS

The new Howard Johnson reflects the spirit of the road. Each lifestyle photo should portray the youthful, wistful, wanderlust spirit that the brand embodies. A sunny light source embraces the youthful subjects in warm tones and blue-toned blacks. The subjects of the photos are happy; they are going somewhere; they are enjoying the freedom of the open road and a wide open world to explore.



When looking for photography, consider the following:

- Always look for images with warm tones. (Oranges, yellows, browns, blue-toned blacks)
- The sun should always be behind the subject. (Imagine sunsets, dawns & sunrises when looking for photos.)
- Photos with lens flares add character to photos.
- The subjects should be enthusiastic, dreamy, lively, cheerful, enjoying freedom, traveling, going to a destination, explorers of the open road. Multiethnic, outdoors, looking away from the camera, smiling, casual.
- There's not a quick recipe for fixing photos. But use the photos provided here as reference in terms of color, tonality & saturation.

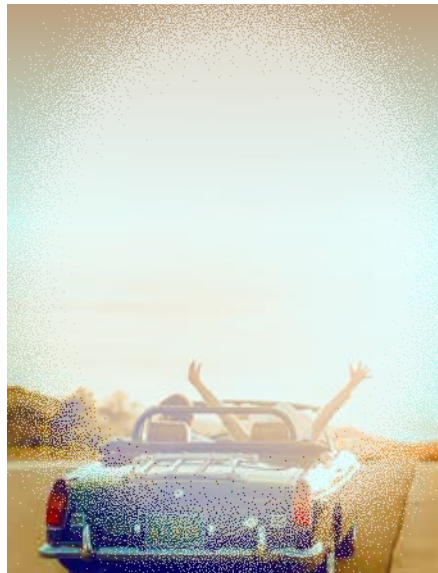


PHOTO EFFECTS

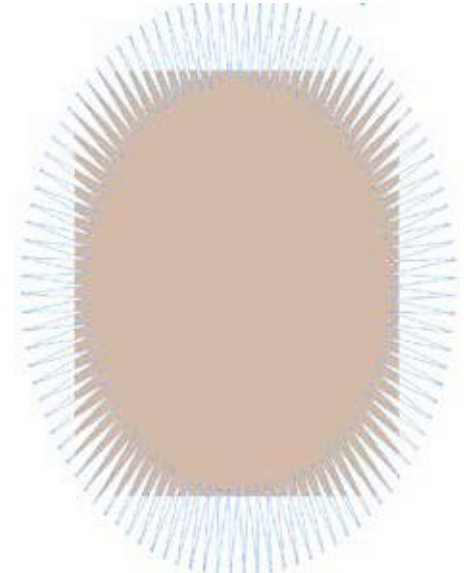
photo



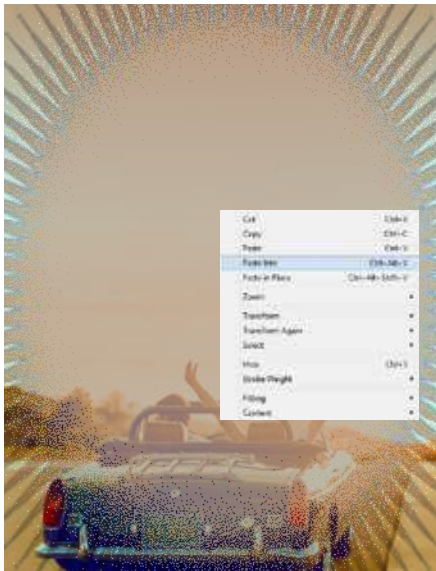
1. InDesign CC, create a photo box and insert the desired image.



2. Create a second photo box, and insert “airbrush_spray.tif.” The photo box will have an opacity of 59% and texture color should be white.



3. From the provided InDesign file, “burst.indd,” select the burst texture and copy it.



4. Back to the image file, create a third photo box. Right-click on the mouse and select “Paste into.” Once the burst is inside the photo box, select the photo from the first photo box and copy the image. Use the Direct Selection Tool, and select the burst from the third image box, right-click on the mouse and select “Paste into.”



5. All the images from the 3 boxes should be perfectly aligned. The end result should look like the one above.

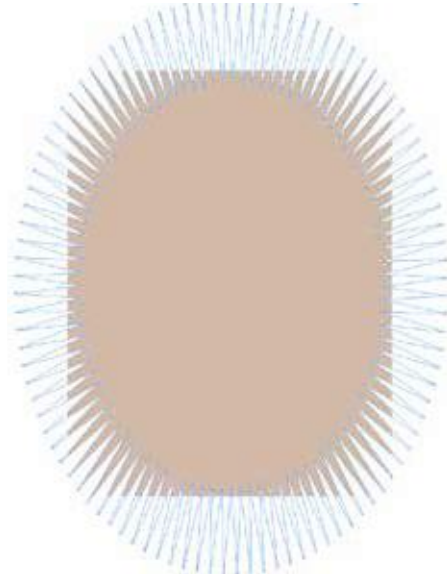


additional resource for photos

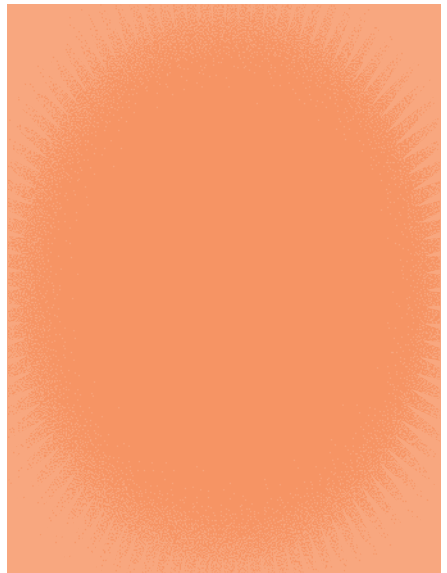
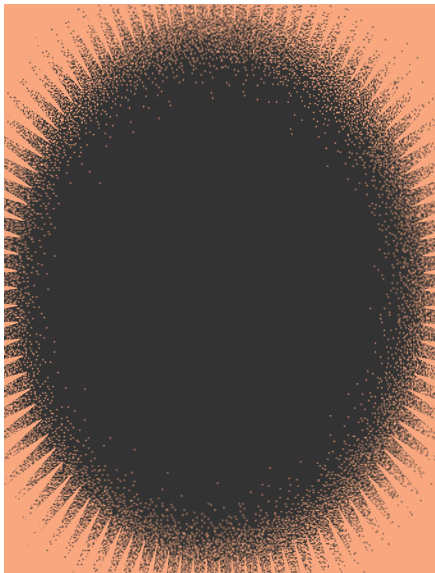
An additional resource can be used on the photo borders in order to highlight them. Use the “iStock_000000211385_Large.tif” and on white only.

PHOTO EFFECTS

color burst



1. InDesign CC, create a photo box and use the HOJO Orange or Turquoise. Set an opacity of 80%.
2. From the provided InDesign file, “burst.indd”, select the burst texture and copy it.
3. Select the photo box and paste the burst texture into the photo box. Change the color to the color you are using (orange or turquoise.)



4. Select the burst and import the “airbrush_spray.tif” inside the burst.
5. Change the texture color from black to the color you are using (orange or turquoise.)

COPY TONE AND MANNER

Howard Johnson copy should be upbeat, happy, informational and clever. Our brand is full of great moments in history, which creates a sense of nostalgia when we look back over it all, and happiness when we look forward to what's to come. Because of that, the tone should always be full of positivity, optimism and wording that will make people smile. And with clever lines written in a vernacular that sounds more likely to have come from your best friend than your favorite brand, Howard Johnson copy should aim to connect with people, while informing them of how we can make their trips happier.

examples

The lure of the great American road trip lies in its ability to set you free from the day to day, the freedom to be yourself and the freedom to explore your surroundings. The new Howard Johnson brings you that “free as a bird” feeling of wind through your hair, the quirk of a roadside attraction, and the happiness that comes from spending 12 hours on the road with your besties. From pop-culture references that fuel the phrase-of-the-day to the inside jokes that keep you giggling for hours, the conversation never stops, and the fun never ends. Come on, let's go for a ride.

HOWARD JOHNSON NAME USAGE

When referring to a Howard Johnson property, it is never possessive or plural. Please see examples below for the correct usage of listing a Howard Johnson property.

correct usage

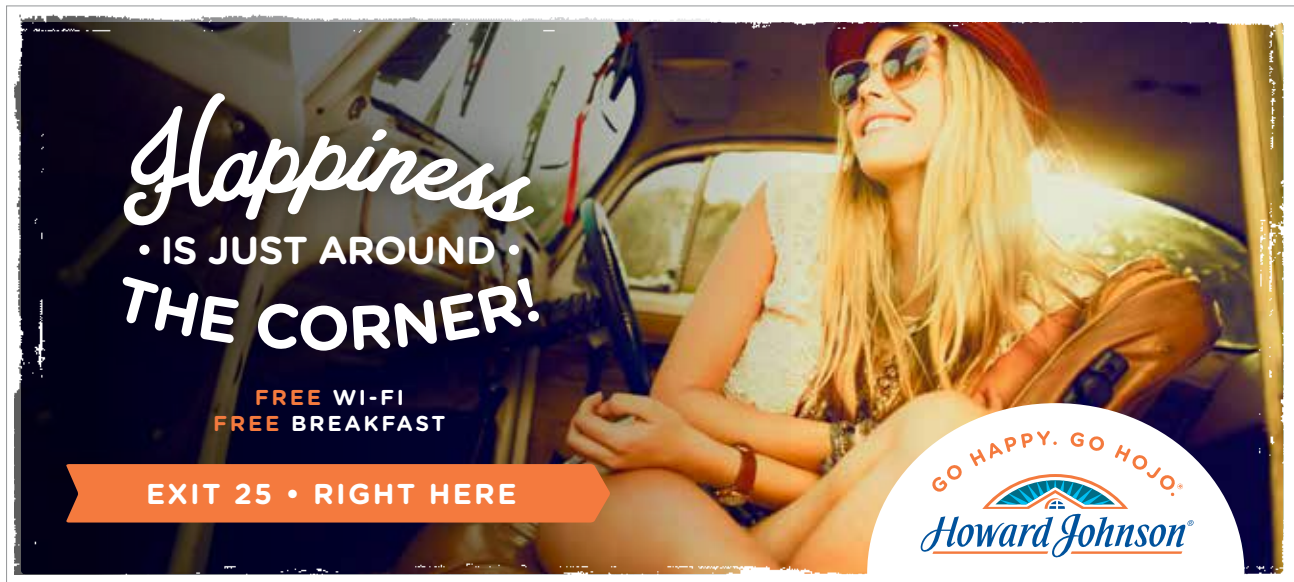
Howard Johnson Anaheim

incorrect usage

Howard Johnson's Anaheim
Howard Johnsons Anaheim

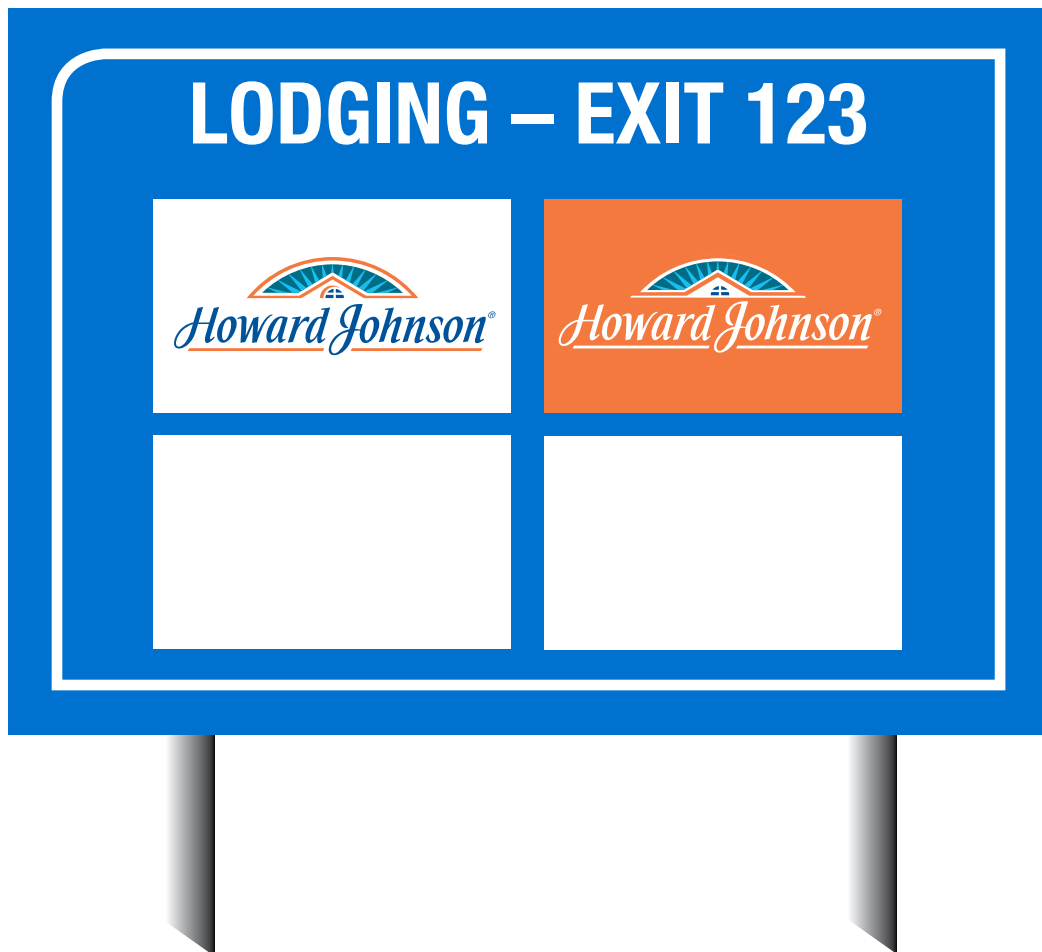
OUTDOOR BILLBOARDS

Howard Johnson outdoor billboard designs utilize an orange background, white reverse type, and the signature happy dots for visible branding. Outdoor billboard designs are available to be ordered through www.markethojo.com. Directional billboards can be customized for your property and delivered to the media of your choice.



D.O.T. HIGHWAY SIGNAGE

Howard Johnson d.o.t. highway signage always uses the Howard Johnson non-tiered logo. The Howard Johnson logo must be prominently featured in the center of the allotted space on all d.o.t. signage.* Do not use any messages set in the Gotham font on d.o.t. signage. The logo may be reproduced on either a white background or on the Pantone 021 Orange background.



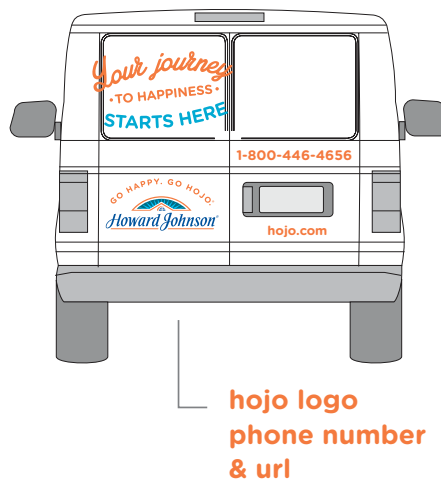
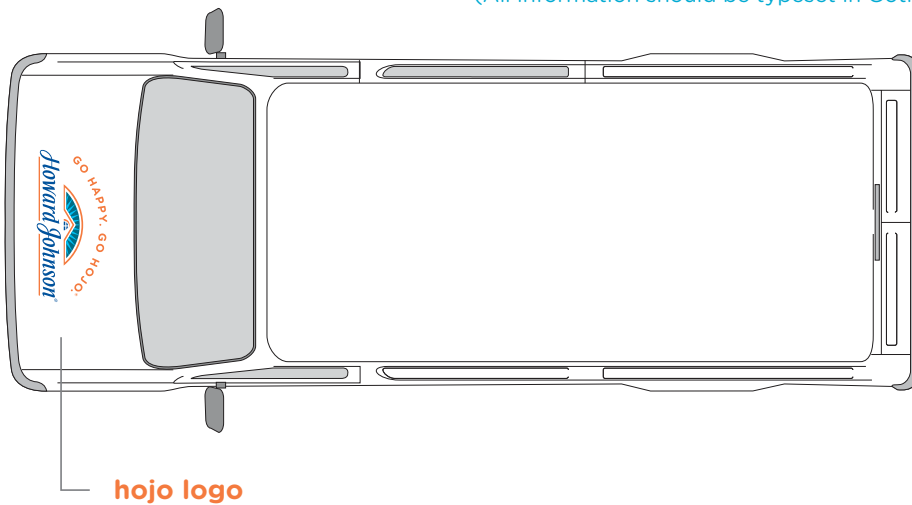
*Please note some state d.o.t.'s mandate different colors for backgrounds.
In such cases, a variance of the background color will be permitted.

VAN GRAPHICS

Vehicles act as mobile advertisement for the Howard Johnson brand. The following example provides guidelines for the correct usage of the Howard Johnson graphics on a van.



(All information should be typeset in Gotham Rounded font)



Howard Johnson letterhead, business cards and envelopes must always utilize the licensed Howard Johnson logo. The logo is positioned in the upper left-hand corner. All letterhead, envelopes, and business cards should be personalized with the property's address, phone number and pertinent contact information. All stationery items can be ordered from a variety of vendors, including www.markethojo.com or hojostore.com.



8.5" x 11"
full color
personalized

3.5" x 2"
full color
personalized

RACK CARDS

Howard Johnson rack cards can be ordered from www.markethojo.com. The rack card is designed to include property-specific information, address, map, services, area attractions, and property photos. All rack cards can be ordered from a variety of vendors, including www.markethojo.com or hojostore.com.

custom rack card

4" x 9"
full color
personalized







Road trips
• JUST GOT •
HAPPIER!

Dignam facipsunt occae. Pudis excerspide laut vellorum eos dolorit aquuntur sumquos nim is es sit verchic imincti te que con eaque nistius. Neque doloreptatum fugit, quat quibus ped. Dignam facipsunt occae.

120 N 43rd St • Grand Forks, ND 58203
701-772-7131 • HOJO.COM

FREE Continental Breakfast
FREE WiFi

Splash Island Water Park • 75ft Water Slide
Exercise Facility • Game Room
Express Checkout Pets Accepted (\$15 fee)
Airport & Local Shuttles
Meetings & Banquet Facilities



120 N 43rd St • Grand Forks, ND 58203
701-772-7131 • HOJO.COM

your
amenities
here

Gotham Rounded
Book White
14/16.8 pts

Gotham Rounded
Bold White
10/12 pts

Gotham Rounded Bold, White, 16 pts

Gotham Rounded Book, Orange, 12 pts

Gotham Rounded Bold, Turquoise and Orange, 16 pts

AD DESIGNS

Howard Johnson ad templates are available from www.markethojo.com. These are standard advertisements customized with your property's information, amenities and photographs.

your
property
info here

Gotham
Rounded
Book, Blue
11/14 pts,
Space After
0.0625"

Gotham
Rounded
Bold, Blue
and Orange,
16 pts

Gotham
Rounded
Book, Blue,
10 pts



Road trips • JUST GOT • HAPPIER!



- **FREE** Rise & Dine® breakfast*
- **FREE** WiFi
- Ability to earn extra Wyndham Rewards® points!
- Exercise Facility
- Game Room
- Pets Accepted (\$15 fee)
- Express Checkout
- Airport & Local Shuttles
- Meetings & Banquet Facilities

Oriatemqui dis ratinve nihilla ipsusculibus cullaut fugitatusant aut endam nam laborum qui dolorenit venimi, simusdant eior sequibusciet veris arcim vent.

At laborate sequis nis dis del el moloribus autest, omnimpor se solorpor sequatiumquo tem a que aut qui volecturios commo cone pelis renimporae. Erruptum est, volor aut lam delignihicia cum qui vero debis natur, nienis as etur molupta qui incia cor molor molorep eritet audandi deliciisit latum dita vit eniasperem ipsa volessu scipsam cum lantet estrum.

123-456-7890 • HOJO.COM
123 Your Street • Your Town, ST 12345

*Rise & Dine® Breakfast available at most locations. All Howard Johnson Hotels are independently owned and operated. ©2015 Howard Johnson International, Inc. All Rights Reserved. MC-1405



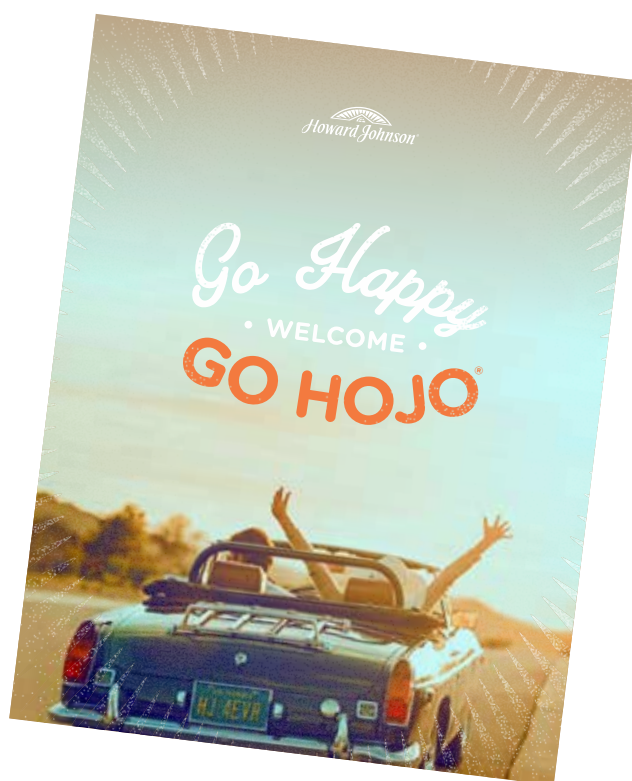
Your
property
amenities
and info
here

Gotham
Rounded
Book, Blue
and Orange,
11/14 pts,
Space After
0.0625"

Gotham Rounded Book, Black, 6 pts

ON-PROPERTY COLLATERAL

Howard Johnson provides a variety of on-property collateral materials, including keycards, keycard holders, 'do not disturb' door hangers, notepads, comment cards, EarthSmart bedcards, and 'forget something?' cards. All of these materials and more can be ordered from either www.markethojo.com or hojostore.com.



INTERIOR AND EXTERIOR SIGNAGE STANDARDS

interior

For questions about interior signage standards, please contact either:

American Image
Janine Stuart
45 West Broad St.
Bergenfield, NJ 07621
phone: (201) 384-9200 ext 811
fax: (201) 384-5185
email: Janines@americanimageawards.com
website: www.americanimageawards.com

or

Graphics System Inc.
Daina Bailey
Account Executive
313 Ida St.
Wichita KS, 67211
phone: (316) 267-4171
fax: (316) 267-6883
email: dbailey@gsi-graphics.com

exterior

For questions about exterior signage purchase and installation, please contact our signage department at (866) 446-8357.

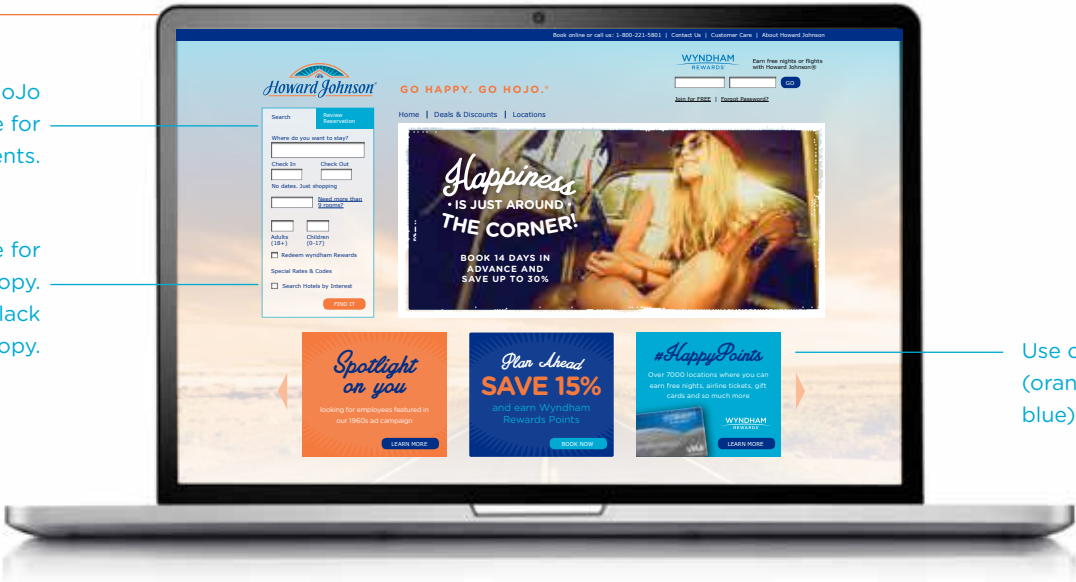
All logo guidelines previously addressed in this document should be followed for exterior signage.

WEBSITE

Home Page

Use HoJo
turquoise for
website accents.

Use HoJo blue for
website copy.
Use 80% black
for body copy.



WEB BANNER GUIDE



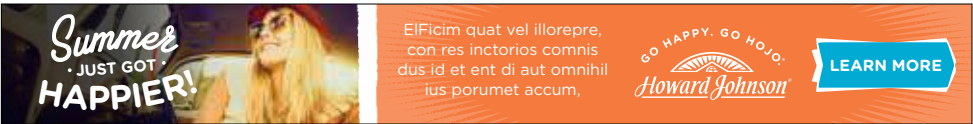
300 x 250 px

- Background: #ffffff
- Padding: 10 px all around
- Button: 140 x 50 px, 2px border, #f3793e
- Button text: 12 pt Gotham Rounded Bold, All Caps, #ffffff
- Photo style: Photo in color, with grunge borders



160 x 600 px

- Background: #ffffff
- Padding: 10 px all around
- Copy: 12 pt / 15 Gotham Rounded Book, #ffffff
- Button: 140 x 50 px, 2px border, #00a9d2
- Button text: 12 pt Gotham Rounded Bold, All Caps, #ffffff
- Photo style: Photo in color, with inclined grunge borders



728 x 45 px

- Background: #ffffff
- Padding: 10 px all around
- Copy: 12 pt / 15 Gotham Rounded Book, #ffffff
- Button: 140 x 50 px, 2px border, #00a9d2
- Button text: 12 pt Gotham Rounded Bold, All Caps, #ffffff
- Photo style: Photo in color, with grunge border on the right